

Promoting Cycle Tourism

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Contents of Workshop

- Who are you & where do you come from?
- What is Cycle Tourism?
- What has your area got to offer cycle tourists?
- What more could you offer or develop?
- Examples of what has been done elsewhere – ideas!



What is Cycle Tourism?

Cycle Tourism can be defined as recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit. (Sustrans 1999)

Cycling Holidays – main purpose (long-distance touring or centre-based)
– self-organised or organised tour

Holiday Cycling – cycling is one of several activities

Cycling Day Trips – from home

It involves a wide range of service and community elements.



Types of Cycling

Type of cyclist	What they need
<p>Leisure Cycling, which takes place on routes including roads and traffic-free cycle routes and can be broken down further into those on defined cycling holidays (main purpose), those who undertake cycling as part of a trip, or those on day trips.</p> <p>Mix of bike types used: road bikes, touring, hybrids and mountain bikes.</p>	<p>Those undertaking a short/day trip will need information on:</p> <ul style="list-style-type: none"> • short cycle routes in the area • bike hire (if do not have own bikes) • suitability of the route for young children or inexperienced cyclists <p>Those undertaking multi-day trips will need information on:</p> <ul style="list-style-type: none"> • suitable long-distance routes • cycle friendly accommodation along the way • refreshment stops • luggage transfer • bike shops for spares/repairs • tour operators <p>Both groups will be interested in things to see and do along the way.</p>
<p>Mountain biking, which takes place off-road over rougher terrain on designated trails or remotely in the wilderness. As above, this can be broken down further into main purpose, those who undertake mountain biking as part of a trip and those on day trips.</p> <p>'Fat' tyres.</p>	<p>Mountain bikers will want information on:</p> <ul style="list-style-type: none"> • dedicated trail centres in the area • the grading of the trails and their degree of difficulty • natural trails in the area • how to get to the trails • if there is bike hire on site or nearby • skills training available in area • tour operators in the area
<p>Road Races, Cycle-sportives and Audax, offer different levels of 'challenge' on-road rides, events and tests of speed and endurance, targeted at serious cyclists.</p> <p>'Skinny' tyres.</p>	<p>Road cyclists will want to know about:</p> <ul style="list-style-type: none"> • challenging road circuits • cycling events that they can participate in • cycle friendly accommodation for before/after competing in the event • activities for accompanying non-competitors • local bike shops for spares/repairs



What is the 'cycling product' in your area?

Consider:

1. What types of cycle route currently exist in your area?
2. What is unique about the cycling in your area?
3. What types of cyclist does your area appeal to?
4. What new cycle routes could be promoted in your area?
5. What places of interest are in your area that could be reached by bike and made part of a promoted or themed cycle route?
6. What types of cyclist *could* your area appeal to?



The whole journey ...

Now think about:

Sources of information

Where will cyclists look for information on cycling in your area?
When will they look for this information?

Facilities to support cycling

How will your cyclists reach your area?
How will your cyclists reach the routes?
Where they will park their bikes?
Where will they park their cars?
Where might they stop during the journey?
Where they will eat and drink?
Where they will stay?

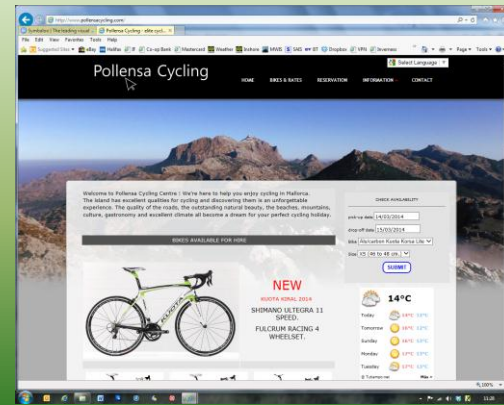
Who can you work with to make all this happen? Partnerships?



Infrastructure



Cycle hire



Facilities & services



Extras!



VisitScotland's Cyclists Welcome Scheme

- Visitors who enjoy cycling like to be made to feel welcome. They may arrive wet, tired or frustrated by a cycle breakdown. They appreciate having wet clothes dried overnight, the option to have an early breakfast or simply a welcoming cup of tea on arrival, information on cycle routes, weather and local bike shops ...
- VisitScotland worked with the Cyclists Touring Club and the Scottish Cyclists Union to produce a scheme to meet the specific needs of cyclists in their holiday accommodation.
- Non-accommodation businesses, eg Visitor Attractions, should display a commitment to looking after cyclists and have an appreciation of their particular requirements.
- Bike hire businesses are to be added to the scheme.

Cycle Tourism Forum for Scotland

The Cycle Tourism Forum was established in 2010 to enable the **public and private sectors to work collaboratively to improve the development, delivery and promotion of cycle tourism in Scotland**. The Forum focuses on **leisure cycling – cycling that can be done on-road, on cycle paths, towpaths and forest roads**.
<http://www.wild-scotland.org.uk/industry/the-cycle-tourism-forum/>



Events

What events currently take place in your area that are specifically for cyclists?

What events currently take place in your area that could be promoted to cyclists?


What new events could attract cyclists to the area?

Time/money/capacity versus outcome?



Who can you work with to make all this happen? Partnerships?



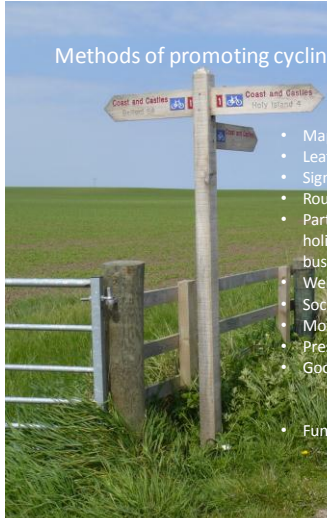
Bottoms up: Wine fuelled adventures



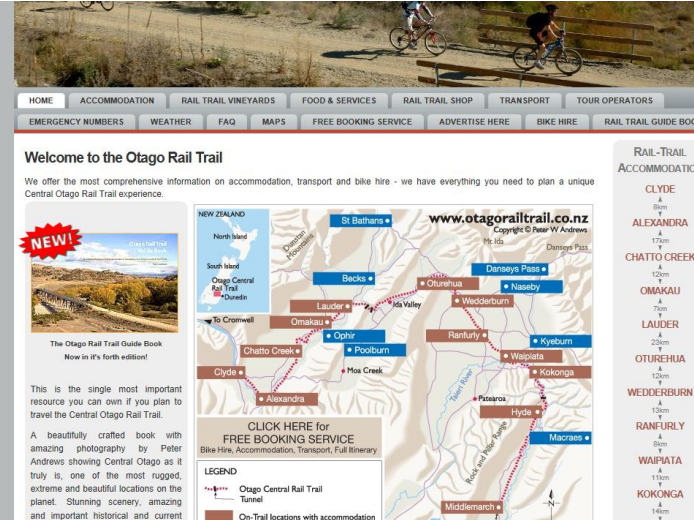
Saddle up to sip your way through Bordeaux – an 8-day cycling holiday in the largest wine-producing region in the world's leading wine producing nation, France. With cycling as the mode of transport, it is possible to explore the region's less well-trodden paths, along picturesque river banks, within field of poppies, between fruit orchards, woods and pasture and even, in the case of Margaux, on an island'. Visits to wineries and regular tastings promise to add interest to the tours! Local gastronomy too provides an additional cultural element to the trip. With only two to four hours in the saddle each day and a route of 20 to 40 miles, the holiday is not a strenuous one. It is a fully supported, guided tour, combining the cultural experience of food and drink with leisurely, independent outdoor travel, and is a holiday for those seeking to learn about and enjoy good foods and wines and their nurturing environment and culture.

Methods of promoting cycling and cycle routes



- Maps – paper, map boards, online
- Leaflets
- Signage
- Route guidebooks
- Partnership with local tourism organisations, holiday and tourism companies and local businesses
- Web sites
- Social media
- Mobile technology
- Press articles
- Good experiences and word of mouth
- Funding bids



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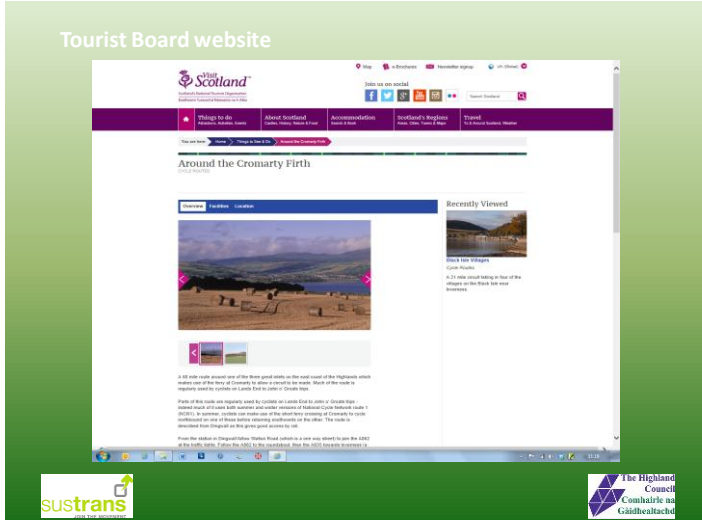
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Tourist Board website



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Recently Viewed



Black & White Cottages
A 17 mile coastal strip in flow of the
wildlife in the North Sea

A 16 mile route around one of the best great walks in the east coast of the Highlands which
encompasses the flow of Cromarty to where it meets the sea. Much of the route
requires good footwear as it can be quite rocky in places.

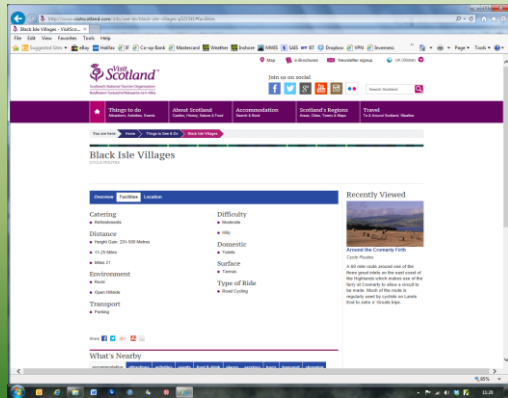
All of the links are supported by a number of small local businesses.

Related study will cover both history and culture of the area. The area is a
UNESCO World Heritage Site and is a great place to visit. The area is a
great place to visit. The area is a great place to visit.

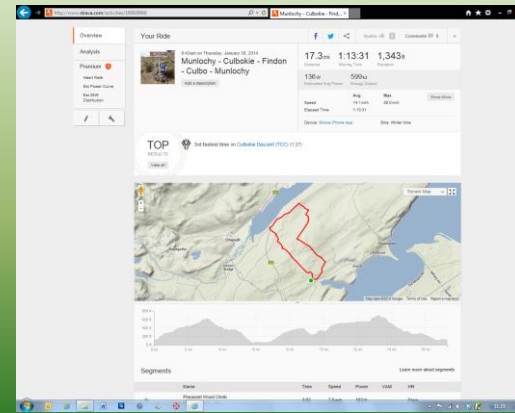
From the address in Glasgow: The Highland Council is a unitary authority in the
Highlands of Scotland. It is the largest local authority in Scotland.

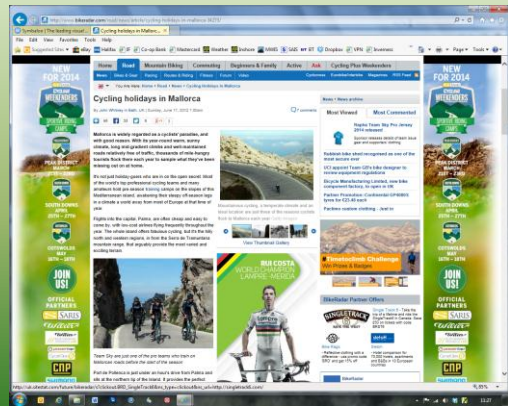
Tourist Board website



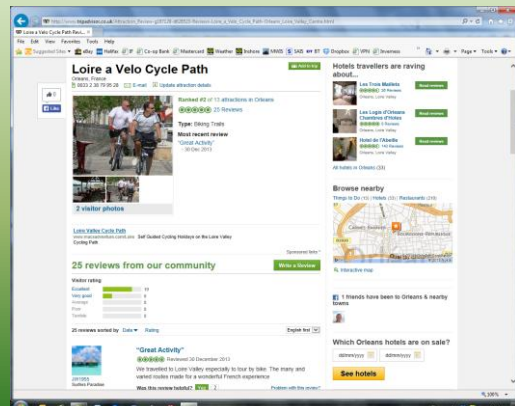
Strava



Cycling websites



Review sites - Tripadvisor



Case Study – Cycle Scottish Borders

The Scottish Borders delivered two LEADER funded projects from 2009 – 2013, which ran consecutively. A Recreational Cycling Group which comprised both the public and private sectors was set up.

The first project focused more on product development and working with businesses to allow them to realise the opportunity cycling offered.

The second project focused much more on marketing and maximising the event programme, which included the Tour of Britain.



Cycle Scottish Borders – Key activities

The Borders Bike Kit - an online resource for tourism businesses in the Scottish Borders. Access to free cycling images, route information, top tips, details of bike hire/shops, how to work together etc.

Working with VisitScotland on a pilot expansion of the Cyclists Welcome Scheme (CWS). The pilot allowed non-accommodation providers to join the Scheme and this resulted in increasing the number of CWS members in the Borders from 100 to 140.

Development of a website containing over 40 routes in the area and over 140 businesses. The routes are searchable by degree of difficulty, altitude gain, location and length of route. Businesses along the route appear as part of the facilities along the route making it easier for cyclists to plan their cycle trip.



Cycle Scottish Borders – Route Development

Development of the Southern Borders Loop and the creation of 4 mini loops to break up the 250 mile Borderloop making it accessible to more cyclists.

A programme of marketing activity took place and included event attendance, PR and advertising and working closely with VisitScotland to ensure the marketing spend was extended.

Cycle Scottish Borders - Events

Back in 2009 there were very few cycling events; most were organised by local cycling clubs for their members and tourism was not really considered; the first TweedLove was already in planning and took place in spring 2010.

The second project provided financial support to events which helped them with materials or marketing.

Specifically on the back of the cycling project, the village of Newcastleton created a cycling festival.

